



**MINUTES – MEC RETREAT  
7:45 A.M. – 12:15 P.M., AUGUST 9, 2008  
PIMA COMMUNITY COLLEGE WEST CAMPUS  
2202 W. ANKLAM RD., TUCSON, ARIZONA**

**THEME: Regional College Access Center – Moving Forward**

COMMISSIONERS PRESENT:

Dr. Louis Albert, Bill Ardern, Ashley Applebee, Rhonda Ball, Malena Barajas, Dr. Kent Barrabee, Betty Elasowich, Richard Elias, Tom Ellis, George Favela, Dr. Paul Kohn, Rebecca Kopec, Betina Martinez, Jo Riester, Sr. Rosa Maria Ruiz, Laura Shaw, Jay St. John, Dr. June Webb-Vignery.

NON-COMMISSIONERS PRESENT: Jaymie Jacobs (for Dr. Linda Arzoumanian), Fran Embrey Senechal, Edward Nossem, Dr. Roy Flores, Paul Lovelis, Matt Kopec, Zachary Watson, Steve Peters, Annemarie Medina, Daniel Medrano, Gen. Ronald Shoopman, Fred Boice,

1.0 CALL TO ORDER / BUSINESS MEETING –DR. LOUIS ALBERT

The Retreat was called to order by Dr. Louis Albert at 8:15 a.m.

1.1 Introductions – Dr. Louis Albert

Retreat participants introduced themselves.

1.2 Financial Report – Bill Ardern (for Xavier Manrique)

Assets:

|                 |                 |
|-----------------|-----------------|
| Current assets: | 143,013.03      |
| Fixed assets:   | <u>2,314.84</u> |
| Total Assets:   | 145,327.87      |

Liabilities & Equity:

|                      |                   |
|----------------------|-------------------|
| Current Liabilities: | 15,627.01         |
| Total Equity:        | <u>129,700.86</u> |
| Total L & E:         | 145,327.87        |

Motion to approve the Financial Report: George Favela

Second: Dr. Jay St. John

The motion carried 17 to 0.

1.3 Approval of April 16 & May 21, 2008 Meeting Minutes – Dr. Louis Albert

Motion to approve the April 16 and May 21, 2008 Meeting Minutes:

George Favela

Second: Tom Ellis

The motion carried 17 to 0.

1.4 Appointments – Dr. Louis Albert (for Pat Wiedhopf)

Dr. Paul Kohn was nominated to replace Dr. Toni Griego-Jones on the Commission representing the University of Arizona.

Motion to Approve: Dr. Jay St. John

Second: Betty Elasowich

The motion carried 17-0.

1.5 Qwest Check Presentation For Academy Without Walls – George Favela

George Favela presented a check in the amount of \$5,000 to the MEC to be used to support the Academy Without Walls (AWW). Dr. June Webb-Vignery introduced Zachary Watson, AWW intern, to the participants, and explained the AWW program and mission; Fran Embrey Senechal presented on the AWW's 2008 activities and the City & County departments that used AWW interns.

Dr. Webb-Vignery also outlined the Sunnyside Unified School District's Digital Advantage Program, in which students who fulfill certain criteria are given free laptop computers at the end of the semester. Wifi connections with schools as central wifi connection points, community investment in wifi, eLearning, and SMART Boards were also discussed.

2.0 WELCOMING REMARKS

Dr. Albert made some preliminary remarks stressing the importance of this retreat to the mission of the MEC and the accomplishment of RCAC goals.

Dr. Albert introduced Richard Elias, Chair of the Pima County Board of Supervisors and MEC Commissioner, and Annemarie Medina, representing Tucson Mayor Bob Walkup, both of whom gave welcoming remarks. Supervisor Elias stressed the importance of leadership in education, electing effective leaders who will reverse the legacy of underfunded education both in Arizona and nationally. He also advocated effective application of hardware as it pertains to Sunnyside's Digital Advantage Program and classroom applications in general. He also stressed the importance of marketing the RCAC, as nonprofits often do not do a good job of marketing – we need to take advantage of the media opportunities that we deserve and have earned.

Annemarie Medina sent Mayor Walkup's regrets that he was unable to attend the Retreat, and assured the Commission of the Mayor's commitment to both the MEC and the

RCAC, which the Mayor indicated when the proposal for the RCAC was presented to him, is exactly what he feels the community needs to enhance workforce development. The Mayor will work with TREO and help assure that the MEC and RCAC play a significant role in the critical areas of both high school graduation and workforce development.

**3.0 GEORGE FAVELA, MEC VICE-CHAIR & ISSUES COMMITTEE CHAIR:  
PANEL DISCUSSIONS:**

**TUCSON VALUES TEACHERS – General Ronald Shoopman (Ret.)**

General Ronald Shoopman presented on the Tucson Values Teachers program. At the Tucson Regional Town Hall, which had addressed 12 issues to improve quality of life in our community, the goal of the discussion was to foster collaborations within the community, divided by 3 topics. As education was identified as the #1 priority, and in order to help shift community attitudes towards education, a Tucson Values Teachers media campaign will be implemented utilizing billboards, PSA's, discounts for teachers from businesses, and numerous other programs.

The Tucson Metropolitan Chamber of Commerce will hold a meeting to bring many interested groups together for discussion on Wednesday, October 1, 2008, at the Tucson Convention Center. General Shoopman can be reached at 327-7619.

**KEY TO EMPLOYMENT FOR THE 21<sup>st</sup> CENTURY SYMPOSIUM – Steve Peters**  
Steve Peters, Key to Employment for the 21<sup>st</sup> Century Symposium, which is an annual project of the MEC designed to inspire high school students to pursue courses of study that will prepare them for college and high tech careers, presented on the event held on March 6, 2008, and preliminary plans for the next event. We may make this a multi-day event and expand attendance to include middle school students.

**GOAL ONE: GRADUATE! SUMMIT**

Annemarie Medina from Mayor Walkup's office presented on the America's Promise Goal One: Graduate! Summit to be held on Thursday, November 13, 2008, at Sunnyside High School. The America's Promise Grant has made \$25,000 available per state to develop and present a summit focused on youth voices and the "Five Promises" that are being made in support of youth efforts to graduate high school. The website for the event is [www.metedu.org/goalonegraduate](http://www.metedu.org/goalonegraduate)

Fran Embrey Senechal indicated that the Summit will be merged with the Teen Town Hall, with YAC/TTC involvement. There are plans to bus students in for the daytime event.

**4.0 PRESENTATION – REGIONAL COLLEGE ACCESS CENTER –FRED BOICE,  
ARIZONA BOARD OF REGENTS PRESIDENT**

Fred Boice, President of the Arizona Board of Regents, presented a video on Education Essential for Leadership, and provided some relevant statistics indicating that the U.S. is falling behind in many areas and that we need to make community colleges and

universities more accessible and better funded to compete in the global economy. He also presented on the U of A's Solutions Through Higher Education.

### ARLENE BENAVIDEZ & PAUL LOVELIS

Arlene Benavidez and Paul Lovelis presented on the Regional College Access Center's progress and accomplishments in 2007-08, and plans for the coming year. Relevant website statistics, outreach plans & activities, future funding, and staffing needs were addressed. It was stressed that participation and support of the RCAC from Commissioners is crucial now that we are going to market the RCAC to the community at large.

### 5.0 BREAK

### 6.0 BREAKOUT SESSIONS

Three breakout sessions were organized for the Retreat: Regional College Access Center Promotion, & Marketing; RCAC Fundraising, and YAC/TTC.

### 7.0 SMALL GROUP REPORTS

Following are the flipchart notes and comments from each group:

### **RCAC PROMOTION / MARKETING**

Commissioners Call to Action

K-12 in community – sphere of influence to tap into

Businesses – Qwest, Tecco

Materials are now available for distribution:

Newsletters (schools & businesses)

School Busses

Sun Tran

Bill Ardern – Chamber of Commerce

Betina Martinez – TUSD

Rhonda Ball – Amphi USD

Sister Rosa Maria – Catholic Schools, Private Schools

Jaymie Jacobs – College Nights – MEC "Speakers' Bureau

George Favela – Industry newsletters (Pioneers)

TREO newsletters

Dr. Lou – Paul Lovelis – Higher Ed. Websites

"RCAC Champions" – train MEC Commissioners to tap into their constituencies – emphasis on

First-generation scholars & their parents

Training Fact Sheet: "Did You Know?"

Expose the community to opportunities to close opportunity gap

## **RCAC FUNDRAISING**

### **Needs Analysis:**

FT Coordinator - \$48 – \$50k/year MA/MS/MBA Bilingual Spanish

PT Advisor (1/2 Time) - @\$25-\$30 k/year

Website Designer – PT \$7,500 – \$8,000

Administrative Assistant – PT (1/2 time) \$12k/year

Marketing - \$25-\$30k/year

Operations:

Auditing / Accounting

Insurance

Staff Development

Travel

Materials - Supplies

Telephones

### **Possible Revenue Sources:**

Donate an Executive

Fund-The-Chair Programs (Car dealerships)

Action Plan – identify contacts

Need MEC Commissioners to identify and VISIT potential donors-

MEC Volunteer Visitation Committee – Chair-Betty Elasowich

Design Action Plan:

Business Partners – Industry Partners – Education Partners

Employers who match employee donations

Cox Cable, Southern AZ Leadership Council, Raytheon, IBM, Intel

Wish List

Platinum, Gold, Silver Donors List with names identified

Commissioners to give us names

Work with General Shoopman to obtain names

Business & Education Roundtable

More visible for people to donate to MEC through United Way-

**NEED MEC COMMISSIONERS TO BE DEEPLY INVOLVED THIS YEAR**

## YAC/TTC

Start at K-12 level

14 School Districts

% of Students

400 Students 100 Community Leaders

America's Promise "5 Promises: Caring Adults, Safe Places, A Healthy Start, Effective Education, Helping Others

Encouragement

Educate Parents – understand culture - parent input focus

Role models within cultures – Native American outreach

WHEN, not whether, college

## 8.0 ADJOURNMENT / LUNCH

Motion to Adjourn: George Favela

Second: Betty Elasowich

The motion carried 17 to 0.